

## Message Text

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51

ACTION AF-06

INFO OCT-01 ISO-00 AID-05 EB-07 PA-02 PRS-01 USIA-15 /037 W

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R 291145Z APR 75

FM AMEMBASSY DAR ES SALAAM

TO USDOC WASHDC

INFO SECSTATE WASHDC 8010

AMEMBASSY ADDIS ABABA

AMEMBASSY KHARTOUM

AMEMBASSY LUSAKA

AMEMBASSY NAIROBI

AMCONSUL ZANZIBAR

UNCLAS DAR ES SALAAM 1271

DEPARTMENT PASS AID/MO/OPR (THORNBURG)

E.O. 11652: N/A

TAGS: BDIS, TZ

SUBJ: TANZANIAN JEEP DISTRIBUTOR EVIDENCING SPARES AND  
SERVICE PROBLEMS

REF: DAR ES SALAAM A-61

1. APPRECIATE DEPARTMENT LOOKING INTO POTENTIALLY SERIOUS  
PROBLEM REGARDING SHIPMENTS OF SPARE PARTS TO JEEP DISTRIBUTOR  
IN TANZANIA. DISTRIBUTOR, COLT MOTORS, REPORTS OPENING L/C FOR  
\$20,000 WORTH OF SPARES OVER ONE YEAR AGO. TO DATE COLT HAS  
ONLY RECEIVED SPARES WORTH \$3,500 FROM THE INITIAL ORDER.

2. SITUATION IS ILLUSTRATION OF "DISMAL RECORD BY AMERICAN AFTER  
SALES SERVICE" AS DESCRIBED IN LEAD ARTICLE IN MARCH 31, 1975,  
ISSUE "COMMERCE TODAY." JEEP AGENT HERE IS HARD CHARGER WHO  
APPEARS TO HAVE EAR OF THOSE IN TANZANIA WHO BUY VEHICLES IN  
QUANTITY AND HE IS CAPABLE OF GIVING STIFF COMPETITION TO  
TOYOTA AND LAND ROVER DEALERS IN THE TANZANIAN MARKET.  
HOWEVER, FAILURE OF JEEP TO PROVIDEAFTER-SALES SERVICE COULD  
BE CRUCIAL AT THIS STAGE AND EMBARRASSING TO US EXPORT IMAGE  
(REFAIR DESCRIBES ONE UNUSUAL BUYER IN THE TANZANIAN  
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MARKET THAT JEEP WOULD PROBABLY LIKE TO HAVE CLOSE TO HOME).

MOREOVER, JEEP HAS GOOD LOCAL REPUTATION GOING BACK MANY YEARS WHICH COMPANY, WE BELIEVE, WOULD LIKE TO SEE PROTECTED. FOR EXAMPLE, LAST YEAR TANGOV REHABILITATED AND PARADED JEEP PRESIDENT NYERERE USED WHEN HE WAS PRE-INDEPENDENCE LEADER TRAVELLING THE HINTERLAND TO RALLY THE PEOPLE. HIS DRIVER OF THAT ERA WAS QUOTED IN PRESS AS STATING HOW SUPERIOR JEEP WAS TO ITS PREDESSOR - A LAND ROVER.

3. UNFORTUNATELY EARLY SIGNS OF JEEP-OWNER UNHAPPINESS NOW BEGINNING TO APPEAR. WE KNOW OF SEVERAL JEEPS DEADLINED FOR LACK OF SPARES. USAID/T WROTE TO AMC'S JEEP DIVISION MARCH 10 REGARDING PROBLEMS IT EXPERIENCING AS EARLY IMPORTER OF JEEPS INTO TANZANIA. NO DOUBT SOME OF PROBLEM HERE RELATED TO COLT ITSELF, WHICH OFTEN SEEMS MORE INTERESTED IN SALES THAT PROVIDING SERVICE. THEREFORE, WE RECOMMEND JEEP TAKE URGENT STEPS TO IMPROVE SPARES PIPELINE (PANAM EAGER TO DO ITS PART THIS REGARD) AND PROD COLT TO IMPROVE SERVICE RECORD (WHICH SHOULD INCLUDE ESTABLISHING SERVICE AGENCIES IN MAJOR CITIES). DEPARTMENT MAY INFORM JEEP THAT SITUATION HERE NOT YET SERIOUS BUT IT COULD BE AND SALES WILL BE LOST IN FUTURE IF SERVICE PROBLEM NOT STRAIGHTENED OUT NOW.

4. ADVISE REGARDING ACTIONS JEEP WILL TAKE TO CORRECT SITUATION REVIEWED ABOVE.  
CARTER

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## Message Attributes

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**Concepts:** n/a  
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**TAGS:** BDIS, TZ  
**To:** COM  
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